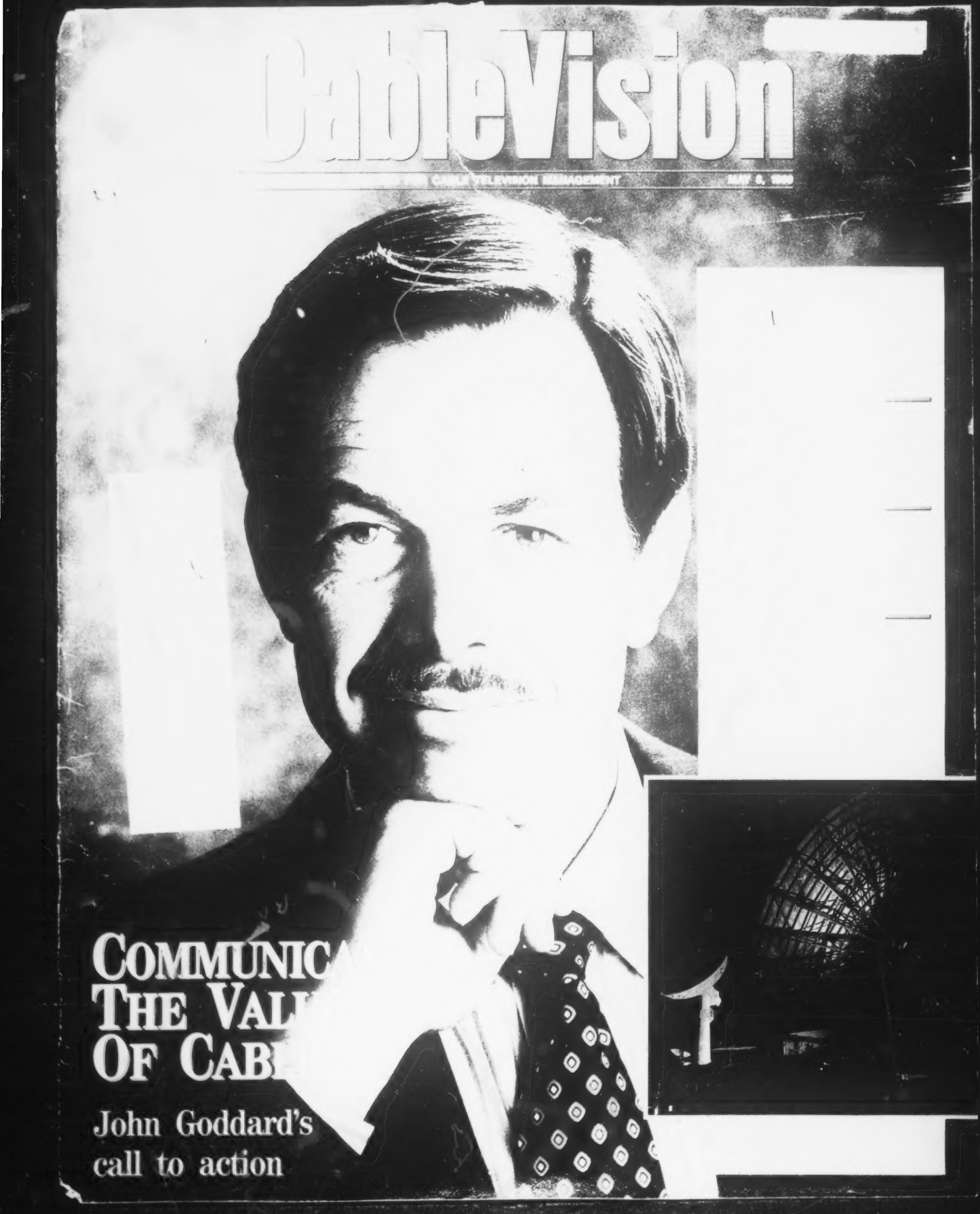
CableVision
CABLE TELEVISION MANAGEMENT
MAY 4, 1981



COMMUNIC
THE VAL
OF CAB

John Goddard's
call to action

CableVision

INFORMATION AND ANALYSIS FOR CABLE TELEVISION MANAGEMENT MAY 8, 1989

Looking toward a new generation of satellites

54

Becoming conversant in foreign-language TV

24

INFORMATION

Jerrold forms Cableoptics unit 8
Looking toward the long-term potential of fiber optics in cable system architecture, Jerrold forms a new unit to focus on research and applications.

Slow-going for Kahn in overbuild 12
Irving Kahn hasn't been able to build one foot of his overbuild of the NYT system in southern New Jersey due to regulatory delays and other challenges.

An operator to run VH-1 16
Ed Bennett is leaving Viacom Cable to run VH-1 and believes his experience as an operator will further boost the channel for babyboomers.

FCC affirms Cerritos decision 18
A unanimous Federal Communications Commission affirms a waiver for GTE to proceed with its Cerritos project based on promises for futuristic services.

ANALYSIS

The invasion of 'melting pot TV' 24
Three new foreign-language channels will debut in coming months amid a new awareness by operators that such services draw subs like a magnet.

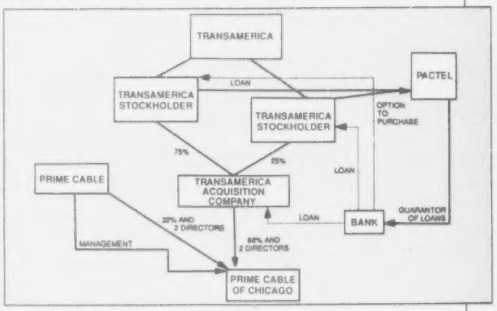
Why NAB broke ranks with cable 41
Broadcasters have been on good terms with cable in recent years, but an emerging dispute over must-carry channel positioning is souring the relationship.

John Goddard's call for community relations 44
In our cover story, the outgoing NCTA chairman reviews his year at the helm and issues a call for improved customer service and community relations.

'Bird hopping' on the new satellites 54
As the current C-band satellites near the end of their life, programmers scramble to lock up the best slots on birds that will launch in the '90s.

DEPARTMENTS

Information	8	Operations	54
Cable Poll	22	Money	59
Programming	24	Classified	66
Channel Hopping	27	Calendar	70
Policy	41	Catalogue	71



Analyzing the structure of the Prime PacTel deal

59

COVER PHOTOGRAPH

Viacom Cable's John Goddard, focusing on the consumer

ITCI International Thomson Communications Inc. 1988. All rights reserved. CableVision (USPS 547-410; ISSN 0162-8476) is published monthly by International Thomson Communications Inc., 600 S. Cherry Street, Suite 400, Denver, Colorado 80222, or P.O. Box 5208, T.A. Denver, CO 80217. May 8, 1989, Volume 13, Number 9. Subscription price: U.S.A. one year $98.00, Outside U.S.A. or Canada $120.00. Canada $120.00. POSTMASTER: SEND ADDRESS CHANGES TO CABLEVISION, P.O. Box 5208, T.A. Denver, CO 80217. Second class postage paid at Denver, Colorado and additional mailing offices. POSTMASTER: Please send address changes to CableVision, P.O. Box 5208, T.A. Denver, CO 80217.

ABP BPA

The CABLE POLL©

Midwest CATV & CableVision Magazine

Channel capacity needs driving rebuilds

More than half of all cable systems will undergo a rebuild or upgrade in the coming year or have completed one in the past year, according to Cable Poll© data which show that increased channel capacity is at the heart of the vast majority of those system improvements.

This hectic pace of plant improvements is more prevalent at smaller systems, particularly those owned by small MSOs. While five out of every 10 systems owned by a top-25 MSO have a rebuild planned or have undergone one recently, six in 10 systems owned by MSOs outside the top 100 are in the same situation, the data show. Overall, 56 percent of systems have recently completed a rebuild or plan one in the year ahead, according to the Cable Poll© data.

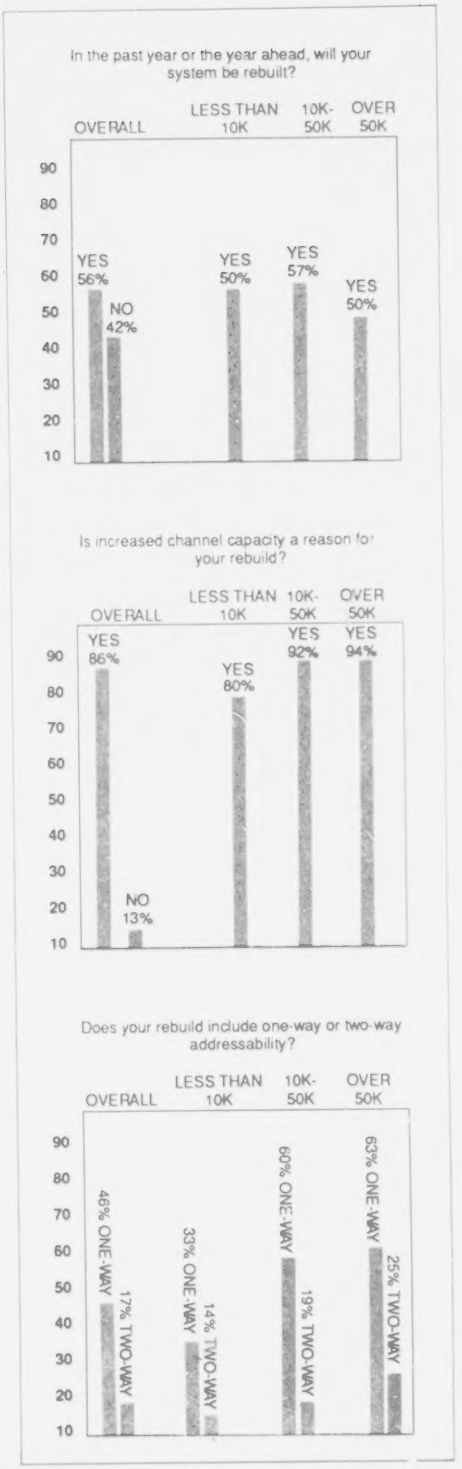
Coming through loud and clear from the data is that the need for increased channel capacity is driving the plant improvements. Overall, 86 percent of systems at which upgrades or rebuilds have occurred or planned mentioned channel capacity as a factor, a figure that rises to 92 percent of systems with between 10,000 and 50,000 subscribers, and to 94 percent of systems with more than 50,000.

Number 3 in a series of ten

Beyond adding channel capacity, systems eyeing rebuilds and upgrades also are focusing on addressability. Overall, 46 percent of respondents said the plant improvement at their system includes one-way addressability, but that percentage rises noticeably at larger systems or at systems owned by large MSOs. At systems owned by top-25 MSOs where a rebuild is planned or was completed in the last year, 57 percent of the projects include one-way addressability, a figure that rises to 63 percent of systems with more than 50,000 subs planning a rebuild or having just completed one.

Two-way addressability figures into the rebuild plans at only 17 percent of all systems undergoing a construction project.

The Cable Poll© is a sampling of industry opinion conducted on a regular basis by Ryan/Samples Research Inc. for Midwest CATV and *CableVision* magazine. Telephone interviews for this edition of the poll were conducted March 13-23; a total of 400 interviews were completed using a listing of system management personnel obtained from CableFile. Cable Poll© researchers are 95 percent confident that the results are accurate within plus or minus 4.9 percentage points. ■



PROGRAMMING

Pay-Per-View Supply Chart

May

	Source
Arizona Heat MPAA Rating: R Running Time: 91 mins. Cast: Michael Parks, Denise Crosby	Republic
Big MPAA Rating: PG Running Time: 105 mins. Cast: Tom Hanks, Elizabeth Perkins, Robert Loggia	20th Century-Fox
Child's Play MPAA Rating: R Running Time: 87 mins. Cast: Catherine Hicks, Chris Sarandon	MGM/UA
Cocktail MPAA Rating: R Running Time: 104 mins. Cast: Tom Cruise, Bryan Brown, Elisabeth Shue	Disney TV
Crime Zone MPAA Rating: R Running Time: 97 mins. Cast: David Carradine, Peter Nelson, Sharlyn Lynn	MGM/UA
Crocodile Dundee II MPAA Rating: PG Running Time: 112 mins. Cast: Paul Hogan, Linda Kozlowski	Paramount
Crossing Delancey MPAA Rating: PG Running Time: 97 mins. Cast: Amy Irving, Peter Riegert, Reizl Bozyk	Warner Bros.
Dangerous Curves MPAA Rating: PG Running Time: 98 mins. Cast: Leslie Nielsen, Robert Stack, Elizabeth Ashley, Robert Klein	Vestron
Fresh Horses MPAA Rating: PG-13 Running Time: 103 mins. Cast: Molly Ringwald, Andrew McCarthy, Patti D'Arbanville	Weintraub
Gorillas In The Mist MPAA Rating: PG-13 Running Time: 130 mins. Cast: Signornes Weaver, Bryan Brown, Julie Harris	Universal
Hellbound: Hellraiser II MPAA Rating: R Running Time: 94 mins. Cast: Clare Higgins, Ashley Lawrence	HBO
Mac And Me MPAA Rating: PG Running Time: 99 mins. Cast: Jade Calegois, Christine Ebersole, Jonathan Ward	Orion
Memories Of Me MPAA Rating: PG Running Time: 104 mins. Cast: Billy Crystal, Alan King, Joseph Williams	MGM/UA
Miles From Home MPAA Rating: R Running Time: 113 mins. Cast: Richard Gere, John Malkovich, Kevin Anderson	Sage
Running On Empty MPAA Rating: PG-13 Running Time: 118 mins. Cast: Judd Hirsch, Christine Lahti, River Phoenix, Martha Plimpton	Warner Bros.
Stealing Home MPAA Rating: PG-13 Running Time: 98 mins. Cast: Mark Harmon, Jodie Foster, Harold Ramis	Warner Bros.
They Live MPAA Rating: R Running Time: 95 mins. Cast: Roddy Piper, Keith David, Meg Foster, Raymond St. Jacques	Universal

June

	Source
The Accused MPAA Rating: R Running Time: 110 mins. Cast: Kelly McGillis, Jodie Foster	Paramount
Clara's Heart MPAA Rating: PG-13 Running Time: 108 mins. Cast: Whoopi Goldberg, Michael Ontkean, Kathleen Quinlan, Neil Hams	Warner Bros.
Dead Ringers MPAA Rating: R Running Time: 116 mins. Cast: Jeremy Irons, Genevieve Bujold	20th Century-Fox
Everybody's All-American MPAA Rating: R Running Time: 125 mins. Cast: Dennis Quaid, Jessica Lange, Timothy Hutton	Warner Bros.
Last Rites MPAA Rating: R Running Time: 104 mins. Cast: Tom Berenger, Daphne Zuniga, Anne Twomey, Dane Clark	MGM/UA
Madame Sousatzka MPAA Rating: PG-13 Running Time: 122 mins. Cast: Shirley MacLaine, Navin Chowdhry, Twiggy, Peggy Ashcroft	Universal
Tucker: The Man & His Dream MPAA Rating: PG Running Time: 111 mins. Cast: Jeff Bridges, Joan Allen, Martin Landau, Frederic Forrest	Paramount
The Unbearable Lightness Of Being MPAA Rating: R Running Time: 173 mins. Cast: Daniel Day-Lewis, Juliette Binoche, Donald Moffat	Orion

Note: Running times are approximate.
NR indicates film not rated by MPAA.
* Unavailable at presstime.
Film information provided to *Cablevision* by distributors.

Pay-Per-View Services Profile

	LAUNCH	DELIVERY	ENCRYPTION	PROGRAMMING	ADDRESSABLE SUBSCRIBERS
Cable Video Store	April 1, 1986	Galaxy III, tr 5	VideoCipher II	Movies, how-to's, special events	500,000
Playboy On Demand	September 1, 1987	Satcom IV, tr 24	VideoCipher II	Original Playboy programs and adult motion pictures	1,300,000
Request Television	November 27, 1985	R-1: Satcom III-R, tr 19 R-2: Satcom III-R, tr 4	VideoCipher II	Two channels offering movies and special events	4,500,000
Tuxxedo Network	December 1, 1987	Galaxy II, tr 10	VideoCipher II	Adult movies and special events	304,000
Viewer's Choice	November 26, 1985	VC-1: Galaxy III, tr 21 VC-2: Galaxy III, tr 18	VideoCipher II	Two channels of movies and special events	5,000,000

blevision Of Okeechobee will be using BSI's 6.1 model MIS equipment as of this month. The Florida-based Cablevision Industries affiliate will get five BSI terminals and link them to a remote site in nearby Morehaven.

• **MGM UA** has hired The Weather Channel for forecasting duty when *In The Heat Of The Night* conducts exterior shooting in and around Covington, Ga. MGM can call on TWC meteorologists for detailed 24-hour or five-day forecasts at any time during shooting schedules of the NBC drama series. The studio has a dedicated 40,000 square foot soundstage in Covington for the program.

• **C-Cor Electronics** will construct a new manufacturing facility around State College, Pa., the company's home base. Groundbreaking should take place June 1, following approval of an exact site by C-Cor's board. The new plant will occupy up to 50,000 square feet and have capacity for 300 employees. When completed, the facility will house all of the company's current State College manufacturing programs; other company departments will be maintained at C-Cor headquarters and a separate manufacturing plant in Altoona, Pa., will not be affected.

• **Renegade Productions'** distribution of monthly *What To Watch* customer service kits has broken the 100 system mark. ATC's Erie, Pa., outlet is among the latest takers for the venture, which uses video preview shows and supporting print guides to brief CSRs on industry news and upcoming features.

Correction

C4 Media Cable has roughly 32,000 subscribers now and anticipates reaching 50,000 by the end of the year. A quotation contained in a sentence in an article in the April 10 issue incorrectly implied that C4 Media was not now active in system ownership.

CableVision regrets the error.

Quarterly Earnings Report

Dollar amount in thousands

Company (Quarter Fiscal Year)	Revenues	%change	Operating Profit	%change	Net Income	%change
ATC (1st/89)	$232,734	20.2	$59,672	24.6	$19,825	13.1
Century Communications (3rd/89)	49,422	20.9	6,246	-35.5	-9,421	-1,429.4
General Instrument (4th/89)	328,774	11	30,339	-2.3	20,639	6.1
Jones Intercable (3rd/89)	16,768	9	8,149	-36	-5,923	-122
Scripps-Howard Broadcasting (1st/89)	67,961	11.4	10,847	22.6	1,877	48.4
TCA Group (1st/89)	18,294	12	9,540	15.2	2,881	34.8

CABLE STATS

Subscriber Counts

Satellite national services

Basic services	Affiliates	Subscribers
ACTS Satellite Network	387	9,000,000
Alternate View Network	300	4,500,000
Arts & Entertainment Network (A&E)	3,000	38,000,000
Black Entertainment Television	1,800	22,228,000
CNBC	N.A.	13,000,000
Cable News Network	11,860	50,293,000
Cable Value Network	1,850	21,000,000
CBN Family Channel	8,303	44,277,000
C-SPAN	3,100	41,500,000
C-SPAN II	575	16,500,000
Country Music Television	1,092	9,124,974
The Discovery Channel	5,000	40,642,000
Eco	300	1,000,000
ESPN	9,500	50,902,000
Eternal Word Television Network	390	10,800,000
Family Guide Network	60	4,500,000
FamilyNet	54	1,200,000
The Fashion Channel	650	10,100,000
Financial News Network	3,500	33,412,000
FNN Score	1,600	19,800,000
FNN TelShop	1,350	14,800,000
Headline News	3,410	35,774,000
Home Shopping Network	1,463	16,685,344
Home Shopping Network II	359	6,490,550
The Inspirational Network	920	9,500,000
International Television Network	25	7,868,900
KTVT	417	3,600,000
The Learning Channel	960	15,100,000
Lifetime	3,800	42,757,000
Mind Extension University	84	2,200,000
MTV	5,405	46,070,000
Movietime	342	11,500,000
The Nashville Network	7,741	44,835,000
National College Television	147	5,800,000
Network 1 U SOA	N.A.	N.A.
Nick At Nite	3,440	39,600,000
Nickelodeon	6,600	48,500,000
The Nostalgia Channel	305	4,000,000
Prevue Guide	394	10,000,000
QVC Network	1,033	14,000,000
RFD-TV	30	2,182,190
Shop Television Network	119	5,100,000
Silent Network	404	12,300,000
SportsChannel America*	N.A.	1,500,000
Superstation TBS	9,426	49,190,000
Telemundo**	5	100,000
TNT	1,512	26,500,000
The Travel Channel	400	11,000,000
Trinity Broadcasting Network	725	9,100,000
Univision**	466	4,719,000
USA Network	10,100	47,296,000
VH-1	2,530	32,139,000
Vision Interfaith Satellite Network	315	6,200,000
The Weather Channel	3,600	38,174,000
WGN-TV	11,415	24,900,000
WWOR-TV	2,600	12,500,000
WPIX-TV	858	9,678,474
Bonus/basic services		
American Movie Classics	1,700	15,500,000
Bravo	375	2,000,000
Pay services		
American Exxxtasy	35	27,000
Cinemax	3,650	6,600,000
The Disney Channel	5,700	4,337,300
Home Box Office	7,400	17,000,000
The Movie Channel	3,250	2,700,000
The Playboy Channel	526	470,000
Showtime	6,000	6,600,000
Audio services		
Cable Radio Network	49	1,536,736
Galatic Radio	84	1,050,000
KKGO Super Jazz	18	133,639
Moody Bible Institute	63	1,058,368
Satellite Radio Network	237	483,000
Seeburg Lifestyle Music	142	2,578,838
Seeburg Lifestyle Adult Contemporary	26	854,390
Tempo Sound	125	1,250,000
WFMT Chicago	170	1,259,804
Text services		
AP News Cable	185	2,500,000
AP Business Plus	54	1,400,000
AP News Plus	75	2,100,000
Cable Sports Tracker	41	875,000
EPG	280	6,800,000
EPG Jr.	330	300,000
Genesis Storytime	99	1,550,000
Reuters NewsView	127	2,437,000
Computer services		
DBC MarketWatch	462	9,200,000
X*Press Executive	457	14,000
X*Press X*Change	457	14,000

Non satellite-fed national services

Basic services	Affiliates	Subscribers
Cable Video Entertainment	190	18,000,000
Consumer Classified Ad Network	3	195,000
Fuji Network	3	12,000
Vector Consumer News	5	200,000
Vector Consumer Shopping Guide	9	325,000
Pay services		
Nippon Golden Network	5	13,600

Interactive services

Basic services	Affiliates	Subscribers
Video Jukebox Network	10	340,000

Regional services

Basic services	Affiliates	Subscribers
Arizona Sports Programming Network	N.A.	210,000
Atlanta Interfaith	7	180,000
Bay Area Religious Channel	6	113,000
Cable TV Network of New Jersey	34	396,451
The Ecumenical Channel	9	170,000
KBL Entertainment Network	67	1,200,000
Life Newsvision	35	50,000
Madison Square Garden Network	112	2,300,000
Meadows Racing Network	14	600,000
News 12 Long Island	4	594,000
Niagara Frontier Sports Network	13	800,000
Northwest Cable Sports Network	3	700,000
Pennarama	28	750,000
Prime Cable	9	381,938
Prime Sports Network	11	300,000
Prime Ticket	94	3,000,000
SportsChannel (Chicago)	50	1,507,270
SportsChannel (Ohio)	2	280,000
Sunshine Network	200	2,310,000
Pay services		
Home Sports Entertainment	250	1,000,000
Home Team Sports	125	1,200,000
New England Sports Network	171	317,201
Prism	87	427,000
Pro-Am Sports	173	523,000
SportsChannel (Florida)	20	470,000
SportsChannel (New England)	154	1,028,431
SportsChannel (New York)	100	1,300,000
Z Channel	73	110,010

Note: Figures for affiliate/subscriber counts will be updated quarterly unless information is provided by the service. Send information to: CableVision, Cable Stats, 432 Park Avenue South, Suite 1010, New York, NY 10016.
N/A denotes information not available.
***Count represents standalone affiliates/subscribers; portions of SC America are carried on Home Team Sports and the SportsChannel family of regional services.**
****Spanish-speaking households.**

Announced services

Satellite-fed services	Expected launch
American Western Network	4th Quarter 1989
The Asia Network	3rd Quarter 1989
Career Channel Network	10/89
CD/8: The Digital Music Network	6/89
The Computer Channel	8/89
Digital Cable Radio	4th Quarter 1989
Digital Radio Channel	4th Quarter 1989
The Gaming Network	3rd Quarter 1989
Interactive Game Network	3rd Quarter 1989
Kids Information Network	2nd Quarter 1989
The Landscape Channel	2nd Quarter 1989
Laugh TV	3rd Quarter 1989
Maximum Entertainment Network	9/89
Mizlou Sports News Network	3rd Quarter 1989
Music Image Channel	11/89
Spanish TV News Network	5/89
Talk Television	3rd Quarter 1989
Ultravision	8/89

Non satellite-fed services	Expected launch
ACTV	3rd Quarter 1989
Main Street	2nd Quarter 1989